



WXYZ

ORDER

Print Date 09/18/12 Page 1 of 4

Flight Dates **10/16/12-10/22/12**

Contract / Revision **307139 /**
Original Date / Revision
 08/06/12 09/17/12
Advertiser **Protect Working Families**

Agency **Hamburger Company**
Buying Contact

5505 Connecticut Avenue NW - #21
Washington, DC 20015

Product
Protect Working Families

Agency Com 15%
Billing Contact

5505 Connecticut Avenue NW - #21
Washington, DC 20015

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **1556**
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	69	\$47,855.00	\$56,300.00	0.00	10/01/12	10/22/12	69	\$47,855.00	\$56,300.00
Totals	69	\$47,855.00	\$56,300.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WXYZ	10/16/12	10/22/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	11111--		5			\$150.00			0.00		
E 2	WXYZ	10/16/12	10/22/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/16/12	10/22/12	11111--		5			\$400.00			0.00		
E 3	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		



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Contract / Revision **307139** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1556**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$900.00		0.00			
E 4	WXYZ	10/20/12	10/20/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$250.00		0.00			
E 5	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$350.00		0.00			
E 6	WXYZ	10/20/12	10/20/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$350.00		0.00			
E 7	WXYZ	10/21/12	10/21/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$250.00		0.00			
E 8	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$350.00		0.00			
E 9	WXYZ	10/21/12	10/21/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$350.00		0.00			
E 10	WXYZ	10/16/12	10/22/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$500.00		0.00			
E 11	WXYZ	10/16/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11-1---	:30	3	\$400.00	P-4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11-1---					3	\$400.00		0.00			
E 12	WXYZ	10/17/12	10/19/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--1-1--	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	--1-1--					2	\$750.00		0.00			
E 13	WXYZ	10/16/12	10/22/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$500.00		0.00			
E 14	WXYZ	10/16/12	10/22/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-1---	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11-1---					3	\$1,000.00		0.00			
E 15	WXYZ	10/17/12	10/19/12	6p News 6-630pm M-F	CM	6-630pm M-F	--1-1--	:30	2	\$1,200.00	P-4	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **307139** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1556**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WXYZ	10/17/12	10/19/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- 1- 1--	:30	2	\$1,200.00	P-4	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-- 1- 1--					2	\$1,200.00		0.00			
E 16	WXYZ	10/16/12	10/22/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$1,200.00		0.00			
E 17	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S					1	\$750.00		0.00			
E 18	WXYZ	10/16/12	10/22/12	Late News M-Su Late News after FB	CM	11-1135pm M-Sun	11- 1- 1-	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11- 1- 1-					4	\$2,000.00		0.00			
E 19	WXYZ	10/17/12	10/19/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-F	-- 1- 1--	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-- 1- 1--					2	\$750.00		0.00			
E 20	WXYZ	10/16/12	10/22/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-F	11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$250.00		0.00			
E 21	WXYZ	10/16/12	10/22/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$150.00		0.00			
E 22	WXYZ	10/20/12	10/20/12	SA 1130p-1230a Sa Greys Anatomy	CM	1130pm-1230am (12:00 XM-1:00 XM)	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-					1	\$250.00		0.00			
E 23	WXYZ	10/21/12	10/21/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S					1	\$550.00		0.00			
E 24	WXYZ	10/22/12	10/22/12	Monday Prime C Monday Prime C	CM	10-11pm Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-----					1	\$5,000.00		0.00			
E 25	WXYZ	10/19/12	10/19/12	Friday Prime C 20/20	CM	10-11pm Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	----F--					1	\$4,000.00		0.00			
E 26	WXYZ	10/20/12	10/20/12	ABC Saturday Night Foot ABC's Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-					1	\$3,000.00		0.00			
E 27	WXYZ	10/21/12	10/21/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S					1	\$3,000.00		0.00			



WXYZ

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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1556**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 27	WXYZ	10/21/12	10/21/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week: 10/16/12		10/16/12	10/22/12	-----S			1			\$3,000.00		0.00				
														Totals	69	\$56,300.00